

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A sales and presentation area having an outer sales and presentation region and an inner sales and presentation region being arranged in such a way that an essentially annular region is defined between said outer sales and presentation region and said inner sales and presentation region, wherein said annular region is rotatably mounted in the horizontal direction, ~~with the outer diameter of the annular region being limited to a maximum rotational speed of 2.5 cm/sec and divided into ring segments able to be moved individually in the vertical direction, and set into horizontal rotational movement via drives during use of annular regions by customers,~~ and a lifting and lowering device is provided over which said ring segments slide in the course of the rotational movement of said annular region and on which said ring segments rest during a

standstill of said annular region for moving said ring segments in the vertical direction.

Claim 2 (canceled).

Claim 3 (currently amended) : The sales and presentation area according to Claim 1, wherein rooms, into which ~~the~~ said ring segments may be pushed in the radial direction, if ~~the~~ said lifting and lowering device is correspondingly lowered, are provided below the inner and outer sales and presentation regions.

Claim 4 (currently amended) : The sales and presentation area according to Claim 3, wherein said rooms, into which ~~the~~ said ring segments may be pushed in the radial direction, if ~~the~~ said lifting and lowering device is correspondingly lowered, are positioned one below another under the inner and outer sales and presentation regions.

Claim 5 (canceled).

Claim 6 (previously presented): A shopping mall having a first sales and presentation area according to Claim 1, wherein a second sales and presentation area is located adjacent to said first sales and presentation area, said second sales and presentation area having an associated second lifting and lowering device, the respective annular region of each sales and presentation area nearly touching the respective lifting and lowering device.

Claims 7-8 (canceled).